



## Press Release

### For Immediate Release:

Media Contacts:  
Ray Bridenbaugh  
Magnum  
(770) 952-4940  
ray@magnum.net

### **CRIF expands its North American presence with the acquisition of Magnum**

**ATLANTA, GA and BOLOGNA, ITALY – February 28, 2008** – CRIF and Magnum Communications, Limited today announced that they have completed a definitive agreement whereby CRIF has acquired Magnum. This move is beneficial for both companies and creates a strong synergistic relationship that will benefit Magnum clients and the market at large.

"The acquisition of Magnum provides CRIF with greater scale, extends our presence in the U.S. and North American credit markets, and expands the distribution channel for our software solutions and risk analytic services," said CRIF CEO Carlo Gherardi. "The addition of Magnum's product offerings, including CREDICHECK® and RapUP®, underscores CRIF's commitment to providing the most comprehensive range of solutions to our clients."

"We believe this is a very attractive relationship for our clients" stated Carl Eikhoff, Magnum's founder and CEO. "We are very impressed by CRIF's success, global presence, personnel, and their software and information services. We feel the synergies between the two companies are very strong, and the combined team will allow us to bring new benefits to our current clients and the market as a whole."

Under this agreement, Magnum, already a leader in credit data access, analysis and decision applications, will be able to also provide web-based workflow management, loan origination, expanded international data acquisition, as well as new and enhanced score card development and desktop simulation tools. Many of Magnum's international clients will now be able to take enormous advantage of this as it provides the possibility to develop and implement global strategies for consistent data access and scoring rules.

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### **About Magnum**

Founded in 1976 as Magnum Communications, Limited, Magnum is a leader in credit data access, analysis and communications. The company offers a wide variety of products and services that enable lenders to make informed, automated decisions regarding credit risk. Using Magnum's powerful tools, clients can easily access and retrieve relevant data from a broad range of U.S. and international consumer and commercial data sources. Magnum enables its clients to maximize the value of this data to control both scoring attributes and decision criteria.

For additional information about Magnum, please contact Ray Bridenbaugh at (770) 952-4940 or visit the company's Web site at [www.magnum.net](http://www.magnum.net).

### **About CRIF**

Founded in Bologna in 1988, CRIF is an Italian group, now also based in other European countries and in the Americas. CRIF specializes in the design, development and management of credit reporting, business information and decision support systems.

Thanks to a comprehensive range of information solutions, decision models, outsourcing systems, software and consultancy, CRIF provides support to banks, financial institutions, insurances, utilities and general business companies for each phase of the customer relationship cycle.

In the last few years, CRIF's international activity has been characterized by exceptional growth, as much in the European markets as in the U.S. Today CRIF is a leader in the continental Europe credit banking information sector, and one of the most important international players in the provision of integrated business and credit information.

For additional information, please access contact [communication@crif.com](mailto:communication@crif.com) or visit [www.crif.com](http://www.crif.com).